



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

**FACULTY NAME: HUMAN SCIENCES
DEPARTMENT NAME: COMMUNICATION**

QUALIFICATION: BACHELOR OF COMMUNICATION	
QUALIFICATION CODE: 07BACO	LEVEL: 7
COURSE: MANAGEMENT COMMUNICATION	COURSE CODE: MCO721S
SESSION: NOVEMBER 2019	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 75

FIRST OPPORTUNITY EXAMINATION QUESTION PAPER	
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MODERATOR	Prof. J. Kangira

INSTRUCTIONS	
<ol style="list-style-type: none">1. Answer <u>THREE</u> questions only.2. Write clearly and neatly.3. Number the answers clearly.	

THIS EXAMINATION PAPER CONSISTS OF 2 PAGES
(Including this front page)

QUESTION 1**[25 marks]**

Using relevant examples, discuss the concepts of organisational vision and mission. In your responses, focus on the following:

- a) Vision and mission statement
- b) Why vision and mission statement
- c) What makes a good vision and mission?
- d) Developing vision and mission statement
- e) Benefits of having a clear vision and mission

QUESTION 2**[25 marks]**

You are the manager of a certain organisation and you have noted with concern, the increasing numbers of employee turnover within the organisation. In order to improve the situation, you decided to do an empirical research to find answers to the problem. Describe fully, the steps that you will follow in undertaking the research process and justify your actions. In your answer, you need to specify the actual issue (problem) that you want to investigate and the objectives that you wish to fulfil, as well as the methodological aspect of your research.

QUESTION 3**[25 marks]**

- a) Discuss the concept of organisational identification and why it is important [15 marks]
- b) As a manager of an organisation, critically assess the ways in which you go about building organisational identification [10 marks].

QUESTION 4**[25 marks]**

It is your organisation's policy to monitor emails sent and received by employees. Emails have been exposed, which indicate that Robert and Anne (both employees in your organisation) are having a sexual relationship (which, according to your company policy, should have been disclosed). You as the manager have to deal with this case. In your efforts to deal with the case, consider the following, and any other issues that you might think of: from an ethical and legal perspective,

- Should organisations be allowed to monitor employees' email and social media accounts? If so, under what circumstances and to what extent?
- What crosses the line between organisational safety and invasion of privacy?
- Should Robert and Anne be punished for their relationship, if they did not know that their emails were being monitored? What about those who monitored the emails? Support your arguments.

END OF EXAMINATION